

## REMARKS

### I. Introduction

Claims 1-23 are pending in the application. In the Office Action mailed September 2, 2004 (hereinafter the "Office Action"), Claims 1-3, 5, 7, 11-13, and 19-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,393,468, issued to McGee (hereinafter "McGee") in view of U.S. Patent No. 6,134,597, issued to Rieth (hereinafter "Rieth"). Claim 4 was rejected under 35 U.S.C. § 103(a) as being unpatentable over McGee in view of Rieth, and further in view of U.S. Patent No. 6,175,833, issued to West (hereinafter "West"). Claims 6, and 21-22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over McGee and Rieth in view of U.S. Patent No. 6,516,338, issued to Landsman (hereinafter "Landsman"). Claims 8-10 and 14-15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over McGee and Rieth, and further in view of U.S. Patent No. 6,453,404, issued to Bereznyi et al. (hereinafter "Bereznyi"). Claims 16-18 were rejected under 35 U.S.C. § 103(a) as being unpatentable over McGee, Rieth, and Berezni in view of Landsman. Claim 23 was rejected as being unpatentable over McGee, Rieth, Landsman, and Bereznyi, in view of U.S. Patent No. 6,738,821 issued to Wilson et al. (hereinafter "Wilson"). No amendments have been made to the claims.

Applicant submits that Claims 1-23 are in condition for allowance because the cited and applied references, alone or in combination, fail to teach or suggest a computer system for processing multi-portioned data. More specifically, applicant submits the cited references do not describe a system that receives a first request for provider data, generates and associates a first identifier with the request for provider data, returns a first portion of the provider data, and stores a second portion of the provider data. Still further, the cited references fail to teach or suggest a system that obtains a second request for a second portion of the provider data, generates and

associates a second identifier with the second request and returns the second portion of the provider data if the second identifier matches the first identifier. Prior to providing a more detailed discussion as to the patentability of the claims of the present application, a brief discussion of the present application and cited art will be presented.

A. Summary of the Present Invention

The present invention is generally directed toward a system and method for processing multi-portion data. Multi-portioned data may include, for example, a URL as the first portion and an HREF as a second portion. The system includes a content server that obtains a request for data, generates an identifier corresponding to the request and associates the identifier with the request. *See* Application, p. 12, lines 20-25. The content server returns a first portion of the data, such as the URL, and stores the second portion of the data, such as the HREF, in a cache according to the first identifier. *Id.* Thereafter, the content provider receives a request for the remaining portion of the provider data, generates a second identifier and associates the second identifier with the second request. The system then compares the two identifiers and, if they match, the content server returns the second portion of the data.

Numerous advantages may be realized in accordance with one or more of the embodiments of the present invention. In one aspect, the present invention provides the ability for processing multi-portion data and for transferring the data in response to requests for the data portions. This resolves the problem of network protocols preventing third party servers from returning multiple data references. Typically, network protocols could prevent third party servers from returning both an advertisement media and a redirection reference. In those instances, often the advertisement media is transferred to a browser application while the redirection reference is lost. In such an instance, if a user viewing the advertisement wishes to access the advertisement provider, the redirection request cannot be completed because the

redirection reference was not transferred by the third-party server. Additional advantages may also be realized in accordance with the present invention.

B. U.S. Patent No. 6,393,468 to McGee

McGee is purportedly directed toward a system for controlling access to data. In particular, McGee describes a system for controlling customer access to a service provider's major customer service system ("MCSS") via the Web. Access to the system is controlled by providing customers with a tailored interface to the service provider's database using a conventional Web Browser and Internet connection. *See* McGee, Col. 5, lines 56-58. A session framework is used by the service provider to control or limit customer access to database facilities. "[T]he framework enables control over which pages are accessible by which customers, and the order in which a customer can access Web pages." *Id.* at Col. 6, lines 10-13.

To control access, the Web server implements a session manager 320 that intercepts client requests as they traverse the Web server stack. *Id.* at Col. 6, lines 56-61. Once a user attempts to log-in to the system, via a log-in page, a user session is allocated to that user. *Id.* at Col. 7, lines 7-9.

Figure 4 of McGee describes that once a browser establishes a connection with the server and sends a request for a page by forwarding to the server the URL for the page, the session manager 320 intercepts the URL. The session manager then determines whether the URL is for a login page, and if so, no authentication is required and a login page is returned. If it is not a request for a login page, the request is authenticated and an HTML file retrieved. The HTML file is then tokenized by the session manager 320 and each URL embedded in the file is replaced with a random, ten-digit token. *Id.* at Col. 10, lines 19-38. Additionally, a session store 330 is updated with each tokenised URL and the actual URL.

Upon receipt of a request for a tokenised URL, the session manager intercepts the request and accesses the session store to match the received tokenised URL with a tokenised URL in a Page Option entry. If found, the identity of the accessing browser is determined by comparing its IP address with the IP address stored in the Page Option entry for the token. If the addresses match, the real URL for the file is retrieved from the Page Option entry. The real URL points to the required HTML file in the file store, or the gateway in the gateway store. *Id.* at Col. 12, lines 45-55.

As acknowledged in the Office Action, McGee fails to teach or suggest generating a first and second identifier, upon which the generated first and second identifiers would be used for storing the data and then retrieving the data if a match occurs. Additionally, McGee fails to teach or suggest associating the generated second identifier with the second request and returning the second portion of the provider data if the second identifier matches the first identifier.

C. U.S. Patent No. 6,134,597 to Rieth

Rieth is purportedly directed toward a system and method for operating a server to authorize client access to server objects based upon compressed object identifiers. *See Rieth, Abstract.* A compressed object identifier, as described in Rieth, is generated by CRC hashing a string formed by concatenating a user attribute, a user profile, an object identifier, and a key. The resulting identifier is associated with a client object to form a server object. Thereafter user access is authorized by CRC hashing to the same object identifier from a user request. *Id.* at Col. 2, lines 25-33.

Rieth is not directed toward, and does not describe, separately delivering multi-portion data. In particular, Rieth fails to teach or suggest a system and method for providing a first portion of data in response to the request. Additionally, Rieth does not discuss or describe generating identifiers corresponding to a request. Still further, Rieth does not discuss or describe

storing a second portion of the data and, in response to receiving a second request, providing the second portion in response to a second request if identifiers match.

V. The Claims Distinguished

A. Claim 1

Claim 1 was rejected under 35 U.S.C. § 103(a) as being unpatentable over McGee in view of Rieth. Claim 1 reads as follows:

1. A method in a computer system for associating provider data including a first and second portion with a data request, the method comprising:
  - obtaining a first request for the provider data;
  - in response to obtaining the first request:
    - generating a first identifier corresponding to the first request;
    - associating the first identifier with the request for the provider data;
  - returning the first portion of the provider data; and
  - storing the second portion of the provider data according to the first identifier;
  - obtaining a second request for the second portion of the provider data; and
  - in response to obtaining a second request:
    - generating a second identifier corresponding to the second request;
    - associating the second identifier with the second request; and
    - returning the second portion of the provider data if the second identifier matches the first identifier.

The present invention, as recited in Claim 1, describes a method in a computer system for associating data with a data request and separately providing portions of the data in response to separate requests. As described in Claim 1, a computer system performs the method of associating data by obtaining a first request for provider data including a first portion and a second portion. The system, in response to receiving a first request for provider data, generates a first identifier corresponding to the request, and associates the first identifier with the request. The first identifier, as described in the present application, may be, for example, a hash key value representative of the request. See Application, p. 11, lines 10-16. The system returns the first

portion of the provider data to the requesting party. The second portion of the provider data is stored, for example, in a cache hash table according to the first identifier. *Id.* at p. 11, lines 27-28. Still further, as described with respect to Claim 1, in response to a request for a second portion of the provider data, the system generates a second identifier representative of the second request, associates that identifier with the second request and returns the second portion of the provider data if the second identifier matches the first identifier. Thus, the invention as described in Claim 1 provides the ability to associate and return multi-portioned data in response to different requests by generating identifiers corresponding to each request.

In contrast to the claims of the invention, McGee teaches a system for controlling access to a major customer service system ("MCSS") via the Web. A request to access a portion of the MCSS is intercepted and the user is required to login to the system. Col. 6, lines 56-61. After a user has logged into the system, a session store is created that includes the IP address of the client. When a user requests a HTML file, the session manager intercepts the request, obtains the HTML file, and generates a unique token for each URL in the requested HTML file. Those tokens replace the original URL and the original URL and corresponding tokens are stored in the session store. Col. 10, lines 19-38. If a user then requests a URL represented by the token, the represented token and the tokens stored with the session store are compared, and if they match, the actual URL is retrieved and the user is allowed to access the content of the actual URL. The Office Action asserts that the first identifier is the "IP address of the client browser which originated the request for data" and that the second identifier is the IP address, associated with the second request. *Id.* at pp. 3-4. Although a session store is created that contains the IP address for a client and tokens are used to replace URLs embedded in a requested HTML file, there is no discussion of generating a second identifier corresponding to the second request, associating the second identifier with the second request, or returning the second portion of the provider data if

the second identifier matches the first identifier. Indeed, the Office Action acknowledges that "McGee fails to explicitly teach generating a first and second identifier, upon which, the generated first and second identifiers would be used for storing the data and then retrieving the data if a match occurred." *Id.* at p. 4

However, the Office Action asserts that Rieth resolves the deficiencies of McGee by teaching "a system for storing objects, i.e. data, according to a first hashed, i.e. generated, identifier and later requesting the object stored using a second hashed, i.e. generated, identifier which must match the first hashed, i.e. generated, identifier in order for the client to have access to the stored object." *Id.* Therefore, the Office Action asserts that "Rieth provides the actual generation of a first and second identifier to be used in retrieving a stored data object, the feature which McGee lacks" *Id.* Based on that assertion, the Office Action states that it would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate the first and second generated, i.e. hashed, identifiers, as taught by Rieth into the invention of McGee, in order to provide a unique, compressed tag with which to securely store publicly available information." *Id.* at pp. 4-5.

Rieth, like McGee, fails to teach each of the limitations of Claim 1. In particular, Rieth does not teach or describe "generating a first identifier corresponding to the first request," or "generating a second identifier corresponding to the second request." Additionally, Rieth does not teach or suggest comparing the two identifiers and returning the second portion of data if the identifiers match.

The Office Action asserts that Rieth teaches this limitation at Col. 4, lines 30-53, and Col. 5, lines 11-15. However, as discussed above, Rieth describes a system for operating a server to authorize client access to server objects that were previously provided to the server by that particular client. As acknowledged in the Office Action, Rieth teaches a system for storing

objects according to a first hashed identifier and later requesting the objects stored. *See* Office Action, p. 8. The stored objects are originally provided by the client, the first hashed identifier is based on the object and the client, and it is the same client that later accesses the object. *See* Rieth, col. 3, lines 55-63. Accordingly, Rieth is limited to an authorization system that generates identifiers corresponding to objects initially provided by a party and provides the same party access to those objects. In contrast, as called for in Claim 1, the requested provider data includes a first portion and a second portion, and the first identifier is generated corresponding to the first request and it is the second portion of the requested provider data that is stored. The first identifier is generated corresponding to the first request, not provided data. Additionally, the second identifier, according to the claims, is generated corresponding to the second request. Rieth, is limited to generating one identifier for data that is provided by a user, not generating a first identifier corresponding to a first request, and generating a second identifier corresponding to a second request, as called for in Claim 1.

Additionally, neither McGee or Rieth teach "returning the second portion of the provider data if the second identifier matches the first identifier." As acknowledged in the Office Action, McGee fails to teach retrieving the second portion of the provider data if the second identifier matches the first identifier. *See* Office Action, p. 4. Rieth also fails to teach this limitation. As discussed above, Rieth is limited to single portion data that is provided by a user and one identifier. Since Rieth is limited to a single portion data and one identifier, it cannot teach returning a second portion by matching a second identifier.

Generally described, under 35 U.S.C. § 103(a), a *prima facie* case of obviousness can be established only if the cited references, alone or in combination, teach each and every limitation recited in the claim. *In re Bell*, 991 F.2d 781 (Fed. Cir. 1993). As illustrated above, McGee and Rieth, alone or in combination, fail to teach each of the limitations of independent Claim 1.



Thus, for the above reasons, applicant respectfully requests withdrawal of the 35 U.S.C. § 103(a) rejection of Claim 1.

B. Claims 2-12

Claims 2-12 are dependent on Claim 1. As discussed above, McGee and Rieth, singly or in combination, fail to teach or suggest the limitations recited in Claim 1. Accordingly, for the above-mentioned reasons, dependent Claims 2-12 are allowable over the cited references. In addition, Claims 2-12 further add to the nonobviousness of the claims.

C. Claim 13

Claim 13, like Claim 1, was rejected under 35 U.S.C. § 103(a) as being unpatentable over McGee in view of Rieth.<sup>1</sup> Claim 13, as amended, reads as follows:

A computer system for providing data to a requesting party, the system comprising:

- at least one content requestor for requesting provider data;
- a content server in communication with the content requester and operable to provide a first and second portion of the provider data to the content requester;
- wherein the content server generates a first identifier corresponding to the request, returns the first portion of the provider data and stores the second portion of the provider data according to a first identifier upon receiving a first request for the provider data from the content requestor; and
- wherein the content server generates a second identifier corresponding to a second request, and returns the second portion of the provider data upon receiving a second request for the provider data from the content requestor if a second identifier matches the first identifier.

As recited above, Claim 13 includes limitations similar to those discussed with respect to Claim 1. In particular, Claim 13 includes the limitations of generating "a first identifier corresponding to the request," and storing "the second portion of the provider data according to the first identifier upon receiving a first request for the provider data from the content requester."

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<sup>1</sup> Claim 13 is amended in this response to correct grammatical errors. The current amendment is not intended to limit the scope of the claim in any way.

Additionally, Claim 13, like Claim 1, includes the limitation of generating "a second identifier corresponding to a second request" and returning "the second portion of the provider data upon receiving a second request for the provider data from the content requester if the second identifier matches the first identifier." As discussed above with respect to independent Claim 1, McGee fails to teach or suggest those limitations.

Additionally, as discussed above with respect to independent Claim 1, Rieth also fails to teach generating a first identifier, storing a second portion of the provider data according to the first identifier, generating a second identifier, and returning the second portion of the data if the first identifier matches the second identifier. Rieth, is limited to generating one identifier for data that is provided by a user, not generating a first identifier corresponding to a first request, generating a second identifier corresponding to a second request and returning a second portion if the second identifier and the first identifier match, as called for in Claim 13.

Because the cited references fail to teach each of the limitations recited in independent Claim 13, applicant asserts that Claim 13 is not obvious in view of McGee and Rieth. Accordingly, applicant respectfully requests withdrawal of the 35 U.S.C. § 103(a) rejection of Claim 13.

D. Claims 14-18

Claims 14-18 are dependent on Claim 13. As discussed above, McGee and Rieth, individually or in combination, fail to teach or suggest each of the limitations recited in Claim 13. Accordingly, for the above-mentioned reasons, dependent Claims 14-18 are allowable over the cited references. In addition, Claims 14-18 further add to the nonobviousness of the claims.

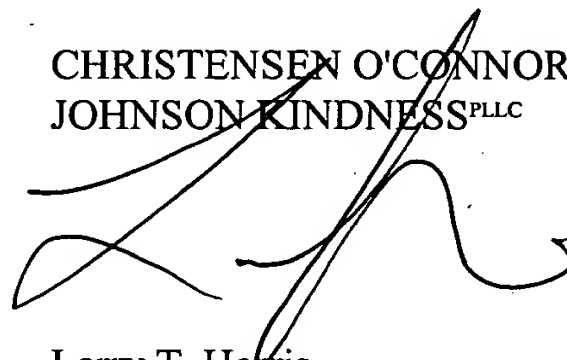
### CONCLUSION

Based on the above-referenced arguments and amendments, applicant respectfully submits that all of the claims in the present application, Claims 1-18, are allowable over the cited and applied references. Because the cited and applied references fail to teach a computer system for providing access to multi-portioned data by generating an identifier corresponding to a first request, storing a second portion of the provider data with the first identifier, generating a second identifier in response to a second request, comparing the identifiers, and returning the data if the identifiers match, applicant respectfully requests withdrawal of the rejection of the claims and allowance of the present application.

If any questions remain, applicant requests that the Examiner contact the undersigned at the telephone number listed below.

Respectfully submitted,

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